

mCarbon Delivers Versatile Call Management Service for Major Carriers in India

Case Study

Dialogic® Products Provide Call Control, Signaling, and Media for Landline and Mobile Calls

CASE SUMMARY

Challenge

When its cutting-edge service delivery and customer access system called GreenRoom™ was ready, mCarbon decided to build a sophisticated call management application with it for carriers in India. The service at launch would provide countless possibilities for customizing incoming voice call handling and allowing various pre-defined actions or responses. Such a call management service would be invaluable for customers who want to control the way they keep in touch with business contacts, family, and friends. In addition, the call management system could block unwanted calls and set a sophisticated rule to handle them.



Solution

mCarbon was quickly able to create its call management service using its GreenRoom framework and Dialogic® products for call control, signaling, and media. The Dialogic products currently in use include Dialogic® Host Media Processing (HMP) Software, Dialogic® HMP Interface Boards, and Dialogic Distributed Signaling Interface (DSI) Components. As of December 2008, mCarbon's call management service has been successfully deployed by a major carrier in India to handle both landline and mobile calls and is in the process of being deployed by a second major carrier.

Challenge

By leveraging its sophisticated internal resources and its continual interaction with leading platform and technology providers, mCarbon created a cutting-edge content delivery and customer access system called GreenRoom™ for quick Value-Added Service (VAS) development and deployment. With this powerful framework, mCarbon was ready to move to the next level of VAS solutions, and decided to build a powerful call management service. The service was envisioned to provide the customers of leading carriers in India with countless possibilities for customizing the way incoming calls are handled and applying relevant rules. Calls could be sent to voice mail, or processed according to specific profiles or a "Do Not Disturb" mode, and callers would be notified appropriately.

An advanced call management service could be invaluable to a business customer who is expecting a critical call when closing a business deal or who wants to be advised when important clients have called even when the customer is in a meeting, out for lunch, or on a trip outside the country. Such a service can also help manage an active social life or provide instant information to family members about a pregnant wife or new baby or the condition of an ailing grandmother. Expert in creating easy-to-use customer interfaces, mCarbon could plan on providing a call management service that would be accessible and controllable in a wide variety of ways, including SMS, USSD, web interface, mobile handset client, or IVR.

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Also, like many other countries, India has a national “Do Not Call” registry, which is not 100% effective. mCarbon wanted to create a call management capability that could block unwanted calls, allowing only certain callers to ring through or to “blacklist” nuisance callers.

Customers would be able to set up messages and manage calls by time of day or for specific periods of time when they are in meetings, driving, flying, or when they simply need an uninterrupted period for relaxation or concentration. Each of these periods could be given a meaningful name for convenience.

Solution

With its enabling GreenRoom framework in place, which includes an extremely easy-to-use multimodal customer interface, mCarbon was ready to move forward quickly and within a very short time was prepared to demonstrate its new service to major carriers. The “intelligent kernel” for the service took about three months to build, according to Rajesh Razdan, Director of Sales and Marketing at mCarbon, and once that was complete, “everything moved along very quickly.” The new service was designed to handle all possible network nodes, landline and mobile calls (PSTN, CDMA, and GSM), provide voice and text messages, and be fully integrated with post- and pre-paid call scenarios.

To make certain that it was using leading-edge technology, mCarbon built its new service with Dialogic® components. According to Razdan, “Dialogic’s HMP software is an integral part of most of our call management offerings and is used for both media and call control.” Along with Dialogic® Host Media Processing (HMP) Software, mCarbon uses Dialogic® HMP Interface Boards (DNI Boards) to connect to the PSTN and to India’s CDMA and GSM mobile networks. For SS7 calls, the Dialogic® DSI Signaling Interface Unit (SIU) based on the Dialogic® DSI SS7G22 Signaling Server is used along with Dialogic® DSI Protocol Stacks for ISUP, TCAP, CAP (as part of INAP), MAP, and SCCP. mCarbon is also taking advantage of the capability of including a dual chassis configuration to enable failover and “resilience,” which are carrier-level features that can be enabled with Dialogic® Distributed Signaling Interface (DSI) Components.

“We are already testing or planning to test other Dialogic® components, such as the IMG 1010 and SS7G3x servers, because we ourselves are using the best-of-breed technology. We are especially impressed with the flexibility of Dialogic® products along with Dialogic’s open framework, easy scalability, fine technical support, and strong roadmap,” says Razdan. “Installation of the call management service was very quick because of our prior knowledge of Dialogic products and the prompt technical support we received. We have been using Dialogic products in a variety of ways for more than six years now.”

Results

mCarbon’s call management service is currently deployed throughout India in a major provider’s network. “Response has been strongly positive, and we have just received permission to open the service to a broader public through advertising,” reports Razdan. “And in order to remain competitive, a second major provider in India has already contracted to begin offering the same call-management service as soon as possible.”

Even with its current success, mCarbon is keeping an eye on the future. “We have strong video applications ready, including a video portal and a video and multimodal Channel 99”, which is specifically tuned for 3G VAS application rollouts,” says Razdan. “We are poised to grow into exciting new service areas as our market becomes more demanding and sophisticated.”

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About mCarbon

mCarbon has built a unique user-centric, multimodal, technology-agnostic system for versatile service delivery, which includes a highly responsive and simple customer experience. This innovative system allows mCarbon to supply advanced VAS solutions with rich media and flexible access that deliver superior business value, encourage adoption, and strengthen customer retention. Continually working with leading content and technology providers has allowed mCarbon to create the finest offerings in call and message management, music, and overall service management for VAS. Its key product offerings have been deployed by leading telecom operators in India.

For more information, visit www.mcarbon.com.

About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies based on open standards that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic's customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

For more Information, visit www.dialogic.com.

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Information about mCarbon has been provided by mCarbon for this case study.